

**RELATIONSHIP BETWEEN CUSTOMER
SATISFACTION, BRAND TRUST AND
CUSTOMER BRAND LOYALTY**

By

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**A thesis submitted to College of Business in partial
fulfillment of the requirement for the Degree of
Master of Science (Management)**

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ABSTRAK

Objektif utama kajian ini adalah untuk mengenal pasti hubungan antara kepuasan pelanggan, kepercayaan terhadap jenama dan kesetiaan pelanggan terhadap jenama di kalangan pelajar-pelajar yang mempunyai komputer. Data dikumpul daripada 201 orang pelajar di Universiti Utara Malaysia melalui soal selidik yang dijawab sendiri oleh responden. Data dianalisis menggunakan ujian Korelasi dan Regresi. Keputusan menunjukkan bahawa terdapat hubungan positif dan signifikan di antara kedua-dua angkubah bebas, iaitu kepuasan pelanggan dan kepercayaan terhadap jenama dengan kesetiaan pelanggan terhadap jenama. Semakin pelanggan berpuas hati terhadap jenama yang mereka guna, semakin mereka setia terhadap jenama itu. Selain itu, semakin pelanggan percaya terhadap jenama yang mereka guna, semakin cenderung mereka untuk setia terhadap jenama itu. Keputusan juga menunjukkan bahawa kepuasan pelanggan memberi sumbangan yang lebih signifikan terhadap kesetiaan pelanggan terhadap jenama berbanding dengan sumbangan kepercayaan terhadap jenama.

ABSTRACT

The main objective of this research is to determine the relationship between customer satisfaction, brand trust and customer brand loyalty among students who own computer. The data was collected from 201 students in Universiti Utara Malaysia through a self-administered questionnaire. The data was analysed using the Correlation and Regression test. The results show that there is a positive and significant relationship between both the independant variables, namely customer satisfaction and brand trust to customer brand loyalty. The more satisfied the customers with the brand they experience, the more loyal they are towards the brand. In addition, the more the customers trust the brand they are experiencing, the more loyal they tend to be towards the brand. The results also indicate that customer satisfaction contributed more significantly to the customer brand loyalty compared to brand trust.

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TABLE OF CONTENTS

	Page
DECLARATION	i
PERMISSION TO USE	ii
ABSTRAK	iii
ABSTRACT	iv
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vii
LIST OF TABLES	x
LIST OF FIGURES	xi
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Background of the Research	1
1.2 Problem Statement	3
1.3 Research Questions	5
1.4 Research Objectives	
1.4.1 General Objective	5
1.4.2 Specific Objective	5
1.5 Significance of the Research	
1.5.1 Theoretical Contributions	6
1.5.2 Practical Contributions	6
1.6 Scope and Limitations of the Research	7
1.7 Summary	7

CHAPTER 2: LITERATURE REVIEW

2.0	Introduction	8
2.1	Introduction to Loyalty	8
2.1.1	Types of Loyalty	10
2.2	Customer Brand Loyalty	12
2.3	Factors Contributing to Customer Brand Loyalty	
2.3.1	Customer Satisfaction	13
2.3.2	Brand Trust	16
2.4	Relationship between Customer Satisfaction and Customer Brand Loyalty	17
2.5	Relationship between Brand Trust and Customer Brand Loyalty	19
2.6	Research Framework	21
2.7	Research Hypotheses	22
2.8	Summary	22

CHAPTER 3: RESEARCH DESIGN AND METHODOLOGY

3.0	Introduction	23
3.1	Research Design	23
3.2	Questionnaire Design	23
3.2.1	Measurement of Variables/Instrumentation	
3.2.1.1	Customer Satisfaction	24
3.2.1.2	Brand Trust	25
3.2.1.3	Customer Brand Loyalty	25
3.3	Data Collection	26
3.3.1	Sample Design	27

3.4	Data Analysis	27
3.5	Summary	28

CHAPTER 4: RESULTS AND DISCUSSION

4.0	Introduction	29
4.1	The Respondent's Background	29
4.2	Reliability of the Variables	31
4.3	Descriptive Analysis	31
4.3.1	Customer Satisfaction towards a Brand	31
4.3.2	Trust in a Brand	35
4.3.3	Customer's Loyalty towards a Brand	37
4.4	Correlation Analysis	41
4.5	Hypothesis Testing: Regression Analysis	43

CHAPTER 5: CONCLUSION AND RECOMMENDATION

5.0	Introduction	45
5.1	Research Finding	46
5.2	Implications of the Research	
5.2.1	Theoretical Implications	48
5.2.2	Practical Implications	49
5.3	Recommendation for Future Research	50
5.4	Conclusion	50

REFERENCES	52
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APPENDICES	60
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LIST OF TABLES

Table 3.1:	Items for Customer Satisfaction	24
Table 3.2:	Items for Brand Trust	25
Table 3.3:	Items for Customer Brand Loyalty	26
Table 4.1:	Background of Respondents	30
Table 4.2:	Reliability of the Variables	31
Table 4.3:	Customer Satisfaction Response Towards a Brand	32
Table 4.4:	Descriptive Statistics of the Statements for the Customer Satisfaction towards a Brand	33
Table 4.5:	Response to the Statements on Trust in a Brand	35
Table 4.6:	Descriptive Statistics of the Statements for Trust in a Brand	36
Table 4.7:	The Response to the Statements on Customer's Loyalty towards a Brand	37
Table 4.8:	Descriptive Statistics of the Statements of Customers' Loyalty towards a Brand	38
Table 4.9:	Correlations between Variables	41
Table 4.10:	Result of Hypothesis Testing	43
Table 4.11:	Summary of Hypothesis Testing	44

LIST OF FIGURES

Figure 2.1: Research Framework	22
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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter provides the background of research, problem statement, research question, research objectives, research significance and the scope and limitations of the research.

1.1 Background of the Research

Many popular brands have been circulating the market for a long time. Good brands have emerged immensely since quality measures have been recognized as important for the success of the company's sales. Due to this phenomenon, the customers are hard to remain loyal to any particular brand. Torres-Moraga, Vasquez-Parraga and Zamora-Gonzalez (2008) stated that customer satisfaction and loyalty start early in the process, that is, in the developmental stage of the product itself. They (Torres-Moraga et al.) stressed that "...the process of loving a brand starts with a product" whereby from a good product spurs a great brand, and if branded and marketed rightly will result in the success of positioning the product within the right market segment and thus creating the brand loyalty. This fact was also found true by Duffy (2005) where great companies build great brands that lead to loyalty.

Past research associated brand with loyalty and trust of customers toward the brand. Building strong brands is one of the most important goals of product and brand management in a business (Esch, Langner, Schmitt & Geus, 2006) because loyalty is also driven by strong brand names (Selnes, 1993) since the trust that customers put in

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